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## We claim:

1. A topical composition comprising:

a topical anesthetic;

a polymeric thickener selected from the group consisting of shearthinning polysaccharide gums and shear-thinning polyacrylic acid polymers;

a lipophilic component that is selected from the group consisting of an aliphatic  $C_1$  to  $C_8$  alcohol, an aliphatic  $C_8$  to  $C_{30}$  ester, a liquid polyol and a mixture thereof;

water; and

a buffer system that provides a buffered pH value for said composition in the range of about 3 to about 7.4.

- 2. The composition of claim 1 further comprising a vasoactive prostaglandin selected from the group consisting of PGE<sub>1</sub>, PGA<sub>1</sub>, PGB<sub>1</sub>, PGF<sub>1α</sub>, 19-hydroxy-PGA<sub>1</sub>, 19-hydroxy-PGB<sub>1</sub>, PGE<sub>2</sub>, PGB<sub>2</sub>, PGB<sub>2</sub>, 19-hydroxy-PGA<sub>2</sub>, 19-hydroxy-PGB<sub>2</sub>, PGE<sub>3</sub>, PGF<sub>3</sub> and mixtures thereof.
- The composition of claim 2 wherein the vasoactive prostaglandin is selected from the group consisting of prostaglandin E<sub>1</sub>, prostaglandin E<sub>2</sub>, a
  pharmaceutically acceptable salt thereof, a lower alkyl ester thereof and a mixture thereof.
  - 4. The composition of claim 2 wherein the vasoactive prostaglandin is present in the amount of about 0.1 mg to about 0.5 mg.
  - 5. The composition of claim 2 wherein the vasoactive prostaglandin is present in the amount of about 0.2 mg to about 0.3 mg.

6. The composition of claim 1 wherein the topical anesthetic is an aminoamide local anesthetic selected from the group consisting of lidocaine, bupivacaine, mepivacaine, dibucaine, propivacaine, etidocaine, tocainide, a pharmaceutically acceptable salt thereof and a mixture thereof.

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- 7. The composition of claim 1 wherein the topical anesthetic is a local anesthetic selected from the group consisting of lidocaine, bupivacaine, dyclonine, a pharmaceutically acceptable salt thereof and a mixture thereof.
- 10 8. The composition of claim 1 wherein the topical anesthetic comprises about 0.01 to about 10 percent by weight based on the weight of the composition.
  - 9. The composition of claim 1 wherein the polymeric thickener is a shear-thinning polyacrylic acid polymer.

- 10. The composition of claim 1 wherein the shear-thinning polysaccharide gum is a galactomannan gum.
- 11. The composition of claim 10, wherein the shear-thinning polysaccharide gum is a modified galactomannan gum.
  - 12. The composition of claim 11 wherein the modified galactomannan gum is a modified guar gum.
- The composition of claim 1 further comprising a penetration enhancer selected from the group consisting of an alkyl-(N-substituted amino) alkanoate, an alkyl-2-(N,N-disubstituted amino) alkanoate, an (N-substituted amino) alkanol alkanoate, an (N,N-disubstituted amino) alkanol alkanoate, a pharmaceutically acceptable salt thereof and a mixture thereof.

- 14. The composition of claim 13 wherein the penetration enhancer is dodecyl 2-(N,N-dimethylamino)-propionate or a pharmaceutically acceptable salt.
- The composition of claim 1 wherein the lipophilic component comprises at least one glyceryl ester selected from the group consisting of monoglycerides, diglycerides, triglycerides, and mixtures thereof.
- 16. The composition of claim 1 wherein the lipophilic component comprises at least one glyceryl ester selected from the group consisting of glyceryl monooleate, triolein, trimyristin, tristearin, and mixtures thereof.
  - 17. The composition of claim 1 wherein the composition further comprises an emulsifier selected from the group consisting of sucrose esters, polyoxyethylene sorbitan esters, long chain alcohols, and glyceryl esters.
  - 18. The composition of claim 1 wherein the emulsifier comprises at least one glyceryl ester selected from the group consisting of glyceryl monooleate, triolein, trimyristin, tristearin, and mixtures thereof.

- 19. The composition of claim 1 wherein the composition further comprises up to about 5 percent myrtenol, based on the total weight of the composition.
- The composition of claim 1 wherein the composition further comprises apreservative.
  - 21. The method of claim 14 wherein the composition further comprises a fragrance.
- A method of treating premature ejaculation in a patient needing such treatment comprising the steps of:

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administering meatally an ejaculation latency prolonging amount of a semi-solid composition, comprising

a topical anesthetic;

a polymeric thickener selected from the group consisting of shearthinning polysaccharide gums and shear-thinning polyacrylic acid polymers;

a lipophilic component that is selected from the group consisting of an aliphatic  $C_1$  to  $C_8$  alcohol, an aliphatic  $C_8$  to  $C_{30}$  ester, a liquid polyol and a mixture thereof;

water; and

- a buffer system that provides a buffered pH value for said composition in the range of about 3 to about 7.4.
- 23. The method of claim 22 wherein the composition further comprises a vasoactive prostaglandin selected from the group consisting of PGE<sub>1</sub>, PGA<sub>1</sub>, PGB<sub>1</sub>, PGF<sub>1α</sub>, 19-hydroxy-PGA<sub>1</sub>, 19-hydroxy-PGB<sub>2</sub>, PGE<sub>2</sub>, PGA<sub>2</sub>, PGB<sub>2</sub>, 19-hydroxy-PGA<sub>2</sub>, 19-hydroxy-PGB<sub>2</sub>, PGE<sub>3</sub>, PGF<sub>3</sub> and mixtures thereof present in the amount of about 0.1 mg to about 0.5 mg.
- 24. The method of claim 22 wherein vasoactive prostaglandin is selected from the group consisting of prostaglandin E<sub>1</sub>, prostaglandin E<sub>2</sub>, a pharmaceutically acceptable salt thereof, a lower alkyl ester thereof and a mixture thereof.
  - 25. The method of claim 22 wherein the vasoactive prostaglandin is present in the amount of about 0.2 mg to about 0.3 mg.
  - 26. The method of claim 22 wherein the topical anesthetic is an aminoamide local anesthetic selected from the group consisting of lidocaine, bupivacaine, mepivacaine, dibucaine, propivacaine, etidocaine, tocainide, a pharmaceutically acceptable salt thereof and a mixture thereof.

- 27. The method of claim 22 wherein the topical anesthetic is a local anesthetic selected from the group consisting of lidocaine, bupivacaine, dyclonine, a pharmaceutically acceptable salt thereof and a mixture thereof.
- 5 28. The method of claim 22 wherein the topical anesthetic comprises about 0.01 to about 4 percent by weight based on the weight of the composition.
  - 29. The method of claim 22 wherein the polymeric thickener is a shear-thinning polyacrylic acid polymer.
  - 30. The method of claim 22 wherein the polymer is a shear-thinning polysaccharide gum.
- 31. The method of claim 22 wherein the shear-thinning polysaccharide gum is a galactomannan gum.
  - 32. The method of claim 22, wherein the shear-thinning polysaccharide gum is a modified galactomannan gum.
- The method of claim 32 wherein the modified galactomannan gum is a modified guar gum.
- The method of claim 22 wherein the composition further comprises a penetration enhancer selected from the group consisting of an alkyl-(N-substituted amino) alkanoate, an alkyl-2-(N,N-disubstituted amino) alkanoate, an (N-substituted amino) alkanoate, an (N,N-disubstituted amino) alkanol alkanoate, a pharmaceutically acceptable salt thereof and a mixture thereof.
- 35. The method of claim 34 wherein the penetration enhancer is dodecyl 2-(N,N-dimethylamino)-propionate or a pharmaceutically acceptable salt.

- 36. The method of claim 22 wherein the lipophilic component comprises at least one aliphatic  $C_8$  to  $C_{30}$  ester.
- 5 37. The method of claim 22 wherein the lipophilic component comprises at least one glyceryl ester selected from the group consisting monoglycerides, diglycerides, triglycerides, and mixtures thereof.
- 38. The method of claim 22 wherein the lipophilic component comprises at least one glyceryl ester selected from the group consisting of glyceryl monooleate, triolein, trimyristin, tristearin, and mixtures thereof.
  - 39. The method of claim 22 wherein the composition further comprises an emulsifier selected from the group consisting of sucrose esters, polyoxyethylene sorbitan esters, long chain alcohols, and glyceryl esters.
  - 40. The method of claim 22 wherein the emulsifier comprises at least one glyceryl ester selected from the group consisting of glyceryl monooleate, triolein, trimyristin, tristearin, and mixtures thereof.
  - 41. The method of claim 22 wherein the composition further comprises up to about 5 percent myrtenol, based on the total weight of the composition.
- 42. The method of claim 22 wherein the composition further comprises a preservative.
  - 43. The method of claim 22 wherein the composition further comprises a fragrance.